

CSR Malaysia™

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

ISSUE 27 / 2024



TAN SRI LEE LAM THYE'S ADVOCACY TO ACTION

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You Are Not Alone

*"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 19-23"*

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

"Trust is built with
consistency."

LINCOLN CHAFEE
(UNITED STATES SENATOR)

Benjamin Disraeli once said, *"The secret of success is constancy to purpose."* The British statesman and novelist was twice prime minister of the United Kingdom in the 1800s. Despite several unsuccessful attempts in politics earlier, Disraeli never gave up but entered the House of Commons in 1837. Disraeli's rebellious streak and his desire to make his mark influenced his political career at the time. Disraeli's emphasis was on the importance of social obligation rather than individualism. He did not want to see a Britain segregated on one side comprising the rich and on the other, the poor due to increased industrialisation and inequality. His solution to this problem was one-nation conservatism with a system of measures to improve the peoples' lives, protecting the working classes and providing support. Indeed he played a central role in the creation of the modern Conservative Party, defining its policies and its broad outreach. Disraeli is remembered for his influential voice in world affairs, his one-nation conservatism or "Tory democracy" and his belief in the constancy to purpose. His efforts made the Conservatives the party most identified with the British Empire and military action to expand it.

Tan Sri Lee Lam Thye, our *'Cover Story'* personality is a stalwart advocate with his unwavering commitment driving discussions and actions toward a brighter future for all Malaysians. From humble beginnings in Menglembu, Perak to the halls of parliament, his dedication to serving the rakyat as a Member of Parliament (MP), social welfare and activism has left an indelible mark on Malaysian society. The commitment to addressing issues and solving problems for his constituents was a hallmark of Tan Sri Lee's tenure as an MP. Now, as the founder of Alliance for A Safe Community and also Patron of CSR Malaysia, he champions the imperative of collaborative efforts between public and private sectors to foster a culture of safety and well-being, sustainability and corporate social responsibility. His focus on carrying out his responsibilities and his constancy to purpose is hard to beat. Do read about the remarkable story of Tan Sri Lee in this segment of the magazine. Also featured in this issue of CSR Malaysia are the heart-warming CSR and sustainability endeavours of other inspiring Malaysian companies that are no less inspiring.

CSR Malaysia, a non-profit social initiative that aims to promote corporate sustainability and social responsibility endeavours in Malaysia, is a charity project of RHA Media and its CSR Malaysia magazine is a free publication distributed throughout the country. It aims to provide a meaningful platform to promote and encourage CSR and sustainability endeavours in this nation. It is the fervent hope of CSR Malaysia that an increasing number of companies will be inspired to carry out more of such initiatives across the entire fabric of Malaysian society so that the much-needed well-being of communities as well as the environment can be effectively taken care where the companies themselves stand to gain tremendously from such initiatives.

On an annual basis, **CSR Malaysia** organises the Sustainability and CSR Malaysia Awards event that honours Malaysian companies, organisations and personalities that have done well in the sustainability and CSR arena, be it social responsibility or sustainability endeavours. The past events have seen inspiring large public listed companies, GLCs, MNCs, government agencies, SMEs as well as individuals being presented with the awards for their admirable meaningful CSR and sustainability efforts in this nation, positively impacting lives, the environment and making Malaysia a better place for all. Our upcoming awards event will be held in July 2024 in Kuala Lumpur. Once again, we look forward to the opportunities for networking and partnerships with corporations and individuals alike to further the cause of ESG and corporate social responsibility in this nation during the event.





Sarawak Energy, in collaboration with the Jawatankuasa Kemajuan dan Keselamatan Kampung Long San, welcomed 28 students from the second intake of the Warisan Sape Telang Usan programme



Powering Community Growth

As a socially responsible corporate citizen, Sarawak Energy is dedicated to fostering community growth and development by promoting and upholding our key pillars of education and the empowerment of young people, environmental management and conservation, preservation of culture and heritage, and the advancement of community development and entrepreneurship.

We actively engage in transparent interactions, forging sustainable partnerships and making strategic social investments to maximise the positive impact of our projects and operations. By focusing on these areas, we aim to create a lasting and meaningful difference in the communities we serve.



Scan the QR code for more information.

Follow us on



Murum Handicraft Development Workshop organised for the Long Wat and Long Malim Penan communities



An Educational Enhancement Programme organised for the students of Baleh in collaboration with Institut Pendidikan Guru Kampus Sarawak and Kapit District Education Office



Sustainability Awareness Programme by Sarawak Energy at Sekolah Kebangsaan Rakyat Kuching to educate students about sustainability

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TAN SRI LEE
LAM THYE'S
ADVOCACY
TO ACTION

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Sustaining the Sustainable

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"... all human beings - in and out of corporate settings - have an obligation to behave in prosocial ways..."

~ **George Serafeim**



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EDUCOOP'S DIDIK CHARITY GOLF TOURNAMENT 2024: FOSTERING CHARITY & COMMUNITY SPIRIT

Educoop's inaugural Didik Golf Tournament 2024, held at Danau Golf Club, Universiti Kebangsaan Malaysia (UKM), was a significant success, marking a milestone for Koperasi Pendidikan Swasta Malaysia Berhad (Educoop) by merging the elegance of golf with a noble cause. The event drew a diverse group of participants aged 14 to 79, including ambassadors and VIPs, highlighting its global significance.



The tournament's name, 'Didik,' reflects Educoop's dedication to education, aiming to support underprivileged children through fundraising. Educoop plans to establish it as an annual event, fostering collaboration between the education and golfing communities. The event attracted amateur golfers, especially those linked to the education sector, promoting camaraderie within Malaysia's education industry.

Ambassadors' involvement underscored the global importance of Educoop's mission, emphasising international solidarity in supporting underprivileged children.

Shashikumar claimed first place, with Somasundram Krishnan taking second and Pulendran Shanmugam securing third. Shashikumar's determination led to his triumph,

inspiring admiration and setting a high standard for aspiring golfers.

In the B Medal Category, Thana emerged as the champion. Koh Min Court secured second place, followed by Lee Yeong Tay in third. Their impressive performances highlight dedication and talent, inspiring golf enthusiasts worldwide.

The distinguished guests who excelled in the VIP category included the champion, H.E. Mr Aung Soe Win, Ambassador of Myanmar; H.E. Air Chief Marshall Sumangala Dias, High Commissioner of Sri Lanka securing second place and Dato R. Rajendran who claimed third place. Additionally, H.E. Ardasher Saeedjaafar Qodiri, Tajikistan's Ambassador to Malaysia, graced the event with his presence.

In the ladies' category, Mellvinna Nair Presnath clinched



3rd placing Pulendran Shanmugam, Champion Shashikumar & 2nd placing Somasundram Krishnan - A Medal Category



3rd placing Lee Yeong Tay, Champion Thana & 2nd placing Koh Min Court - B Medal Category



VIP Category - 2nd placing H.E. Air Chief Marshall Sumangala Dias, Champion H.E. Mr Aung Soe Win, 3rd placing Dato R. Rajendran & H.E. Ardasher Saeedjaafar Qodiri



3rd placing Khartini Yaakop, Champion Mellvinna Nair Presnath & 2nd placing Faidah Rashid - Ladies Category

the championship title, Faidah Rashid secured second place, while Khartini Yaakop earned third. These remarkable women inspired with their determination on the golf course.

The event concluded with an appreciation ceremony recognising sponsors' indispensable support. Educoop expressed profound gratitude, acknowledging their role in achieving the event's objectives.

The tournament successfully raised RM38,000 from sponsors, which will significantly support underprivileged

children's educational needs. Ms. Vijaya Letchumi, Chairman of Koperasi Pendidikan Swasta Malaysia, presented a mock cheque to CSR Malaysia, amplifying the event's impact.

In conclusion, the Didik Golf Tournament 2024 exemplifies the power of sports in driving positive change. Educoop's dedication to education and charity showcased the spirit of camaraderie and laid the groundwork for a brighter future for underprivileged children.



IJM Land's

PROGRAM MESRA RAMADAN ILLUMINATED HOPE FOR UNDERPRIVILEGED FAMILIES IN SEREMBAN

During the Ramadan season, IJM Land has once again launched its Program Mesra Ramadan, dedicated to alleviating the financial burdens of six underprivileged families in Seremban. This annual initiative underscores the commitment of the nation's leading property developer to social responsibility by providing support to families in need, enabling these families to observe the holy month with peace of mind and also helping them prepare for the upcoming Raya celebration.

This year, IJM Land extends its support to six deserving families by providing them with essential items worth RM600, including rice, cooking oil, flour and cookies, along with RM1,000 as duit Raya. This gesture of goodwill is intended to ensure that these families, facing various life challenges, can partake in the festivities without the shadow of financial stress.

Chai Kian Soon, Senior General Manager of IJM Land Berhad emphasised the importance of remembering and aiding those in difficult situations, especially during Ramadan and Raya, a time for spiritual renewal and purification.

Among the six local families, Mastura binti Abdul Rahim (56 years old) and Siti Haidawati binti Biseri (46 years old) are single mothers, each with their own set of challenges. Mastura, who has one child, suffers from diabetes and had her leg amputated, while Siti Haidawati, who has two schooling children, is battling kidney disease. Additionally, Sahrul Arifin bin Md Yunos (40 years old), a burger seller and his wife, Noor Anzalina binti Almarsi (41 years old), an immigration officer, carry the responsibility of raising four school-going children.

Furthermore, Mohd Hafiz bin Abdul Kader (40 years old) earns a minimal income as a security guard to support his two young children. Norazli bin Mohd Ishak (41 years old) who works as a personal driver also struggles financially to support his four children aged five to sixteen years old. Another recipient, Hanisah Binti Abdul Kader (46 years old) finds herself in a challenging situation as she raises two children and cares for her elderly father while her husband, Md Bahar Uddin Bin Mustafar (41 years old) earns a minimal wage as a security guard.

Through Program Mesra Ramadan, IJM Land aims not only to deliver immediate relief but also to inspire a broader culture of empathy and support within the community.



Do you have a heart for sustainability? How about doing your part in environmental conservation?

Cathay's

1 TICKET, 1 TREE INITIATIVE ACHIEVES NEW MILESTONE



Cathay has reached a milestone in its 1 Ticket, 1 Tree journey, with the planting of 30,000 mangrove trees in Southeast Asia since the initiative was launched in 2021. This includes 7,500 mangrove trees that Cathay and its partners have committed to plant in 2024, from tickets sold in Southeast Asia from a five-day campaign period in July 2023.

Now in its fourth year, 1 Ticket, 1 Tree is a Southeast Asia initiative by Cathay that underscores its commitment to support local communities, restore local habitats and drive climate resilience. It involves Cathay planting a tree in the region for every ticket purchased from Singapore, the Philippines, Thailand, Indonesia, Malaysia, Vietnam and Cambodia during

a specified campaign period. To kickstart 1 Ticket, 1 Tree this year, 4,000 trees were planted in Thailand's Bangpu Nature Education Centre in Samut Prakan on 23 March 2024. The remaining trees will be progressively planted in mangrove forests across Southeast Asia in the coming months.

Cathay continues to work with local environment and community partners to restore mangrove forests in the region. In Thailand for instance, half of the 4,000 trees were contributed by KTC (Krungthai Card), who joined Cathay's efforts in Thailand for the first time this year. Since 2021, Cathay has worked with 13 local partners across the region to plant trees and ensure they grow and thrive.

Do you have a heart for CSR? How about finding a role for yourself in CSR initiatives?

Hyperlive Entertainment & Fantastic Golden

RAISE RM50,000 TO SUPPORT YAYASAN NUR JAUHAR'S CHARITY MISSION

HyperLive Entertainment and Fantastic Golden proudly announce the successful raising of RM50,000 in support of Yayasan Nur Jauhar's charitable mission. The funds were garnered through the "A Night of Giving" Charity Gala Dinner, a highlight of the HyperLive Festival Malaysia, held at the esteemed Sabah International Convention Centre.

The primary objective of this charity event was to support Yayasan Nur Jauhar as the official beneficiary by not only raising funds but also increasing awareness about its commendable mission. The gala drew attention to the challenges faced by disadvantaged families and those in need, whom Yayasan Nur Jauhar actively supports.

Distinguished guests at the event included Guest of Honour Yang Amat Berbahagia Toh Puan Datuk Seri Panglima Dr Hajah Norlidah Tan Sri R.M Jasni, The consort of His Excellency Head of State of Sabah, Datuk Haji Al Hambra Tun Juhar, Deputy Speaker of Sabah State Legislative Assembly and Chairman of Yayasan Nur Jauhar, Datin Scarlett Suhaili Sambinding, Datuk Haji Omar Raisul Assalam Syah, Chairman of Perbadanan Baitulmal Negeri Sabah and Datin Hajah Al Hanna Tun Juhar. Other notable personalities included Datuk Dr. Hajah Rosmawati Haji Lasuki JP, CEO of Sabah International Convention Centre and Joanna Datuk Kitingan. The event aimed to unite influential figures, beauty queens and community leaders to address the pressing needs of the underprivileged and empower the youth to actively participate in charitable endeavours.

The charity gala, hosted by Malaysian singer and presenter Dina Nadzir, featured a stunning fashion show showcasing the latest collections by acclaimed fashion designer Ashniza Saidun, captivating performances by local band Appy Tots and Cosmic

Soul and 4Forty and a traditional dance performance by the talented Sri Gaya Dance Troupe.

A total of RM50,000 was raised during the charity event, with Organising Chairman Dr. Sean Wong and Eric Goh, Managing Director of Fantastic Golden, presenting a mockup cheque to the Guest of Honour and the Chairman of Yayasan Nur Jauhar. The event's success was made possible through the generous support of donors and partners including A'Sutra, FTAG Financial Group, Nova Esports, N Hyper Esports, Belive Technology, Sounds Tech Production, Joy Gomez, LYC Group, Digital Philanthropy, King King and Yisen.

With every contribution, Yayasan Nur Jauhar moves closer to fulfilling its mission of aiding the underprivileged and making a lasting impact on the community.



Datuk Haji Al Hambra Tun Juhar, Toh Puan Datuk Seri Panglima Dr Hajah Norlidah Tan Sri R.M Jasni, Dr Sean Wong, Adelyn Velvet Fung and Eric Goh



Committed to working sustainably



We take responsibility

We are responsible for handling the products that we store and for the customers that we serve. We care for our people and the communities that surround us. We work together and are collectively committed to our results.

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OUR COMMITMENTS

We act with integrity

We are committed to maintaining the highest level of ethical standards in the conduct of our business. Integrity is the key both to establishing and preserving our good reputation and delivering high-quality services to our customers.

We protect people and the environment

We believe that the only way to achieve long-term success is to protect the people and the environment around us. This commitment extends to working with and supporting local communities and our other stakeholders.

We are transparent

We recognise the importance of transparency and adequate disclosure and are committed to communicating effectively with all our personnel and key stakeholders.



Cengild G. I. Medical Centre

FOSTERS COMMUNITY ENGAGEMENT AND CONSERVATION AT ZOO NEGARA



Cengild G. I. Medical Centre is proud to announce its recent participation in a Corporate Social Responsibility (CSR) programme at Zoo Negara, Malaysia's beloved zoological park. With a commitment to community engagement and environmental stewardship, Cengild G. I. Medical Centre eagerly joined hands with zookeepers to contribute to the welfare and conservation of wildlife.

A Day of Hands-On Assistance

On 25th February 2024, the compassionate team from Cengild G. I. Medical Centre, led by the Cengild's Sport & Social Club, eagerly collaborated with Zoo Negara's dedicated staff to aid in caring for the park's diverse wildlife. From aiding in exhibit cleaning to assisting with food preparation and animal behaviour enrichment activities, the team immersed themselves in every aspect of daily zoo operations.

Promoting Animal Welfare and Conservation

By actively participating in the daily care routines of the zoo, the team from Cengild G. I. Medical Centre not only supported the well-being of individual animals but also contributed to broader efforts in wildlife conservation. Through firsthand experience, they gained insights into the challenges faced by zoos in maintaining high standards of animal welfare and environmental sustainability.

Embracing Community Responsibility

Cengild G. I. Medical Centre's participation in the CSR programme at Zoo Negara exemplifies its commitment to making a positive impact beyond the walls of the medical facility. By embracing opportunities for community engagement and environmental stewardship, the staff demonstrated their dedication to upholding values of compassion, empathy and sustainability. Through collaborative efforts with organisations like Zoo Negara, Cengild G. I. Medical Centre reaffirms its commitment to creating a healthier, more vibrant future for all.

Together, let us continue to build a healthier, more sustainable future —one community, one partnership, one act of kindness at a time.

Connect with Cengild by clicking on the links below:

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Instagram: <https://www.instagram.com/cgimedicalcentre/>

Website: <https://cengild.com/>

Linktree: <https://linktr.ee/cengild>

Do you have a heart for CSR? How about showing your support for charity causes?

EPSON Partners with United Voice

TO CHAMPION LEARNING DISABILITY (LD) INCLUSION

Epson, a global technology provider, announced a successful Corporate Social Responsibility (CSR) event held in partnership with United Voice, a non-profit organization dedicated to empowering individuals with learning disabilities (LD). The event, which took place on March 16, 2024, at Wangsa Bowl, One Utama, provided Epson employees with the opportunity to interact directly with members of the LD community.

The day featured a fun and engaging bowling session, where Epson employees and members of the LD community participated together. This interactive format fostered a spirit of camaraderie and understanding, while promoting Epson's commitment to diversity and inclusion.

"We are proud to partner with United Voice for this meaningful CSR event," said Tomohito Morikawa, Managing Director of Epson Malaysia. "This collaboration aligns

perfectly with our commitment to supporting the communities where we live and work. By providing our employees with opportunities to connect with the LD community, we hope to raise awareness and promote social inclusion."

Wendy Yeong, Supervisor of United Voice's Employment Project, added, "We are grateful for Epson's support in creating this opportunity for our members to interact with Epson employees in a casual and social setting. Events like this help to break down barriers and build stronger connections within our community."

Epson's CSR partnership with United Voice reflects the company's ongoing commitment to the United Nations' Sustainable Development Goals (SDGs), specifically SDG 8: Decent Work and Economic Growth. This SDG promotes inclusive and sustainable economic growth, employment and decent work for all.



Tomohito Morikawa, Managing Director of Epson Malaysia



Do you have a heart for Sustainability? How about doing your part for the environmental?

GEC & Sepang Municipal Council

LAUNCH ECOLOGICAL RESTORATION AT CYBERJAYA LAKE GARDENS WITH COMMUNITY INVOLVEMENT

Global Environment Centre (GEC) and Sepang Municipal Council (MPSepang) recently launched the Community-based Ecological Restoration Project at Cyberjaya Lake Gardens as part of the Society for Ecological Restoration (SER) Standards-based Restoration in Action programme in collaboration with Microsoft's Community Environmental Sustainability programme.

In his launching address, YDP MP Sepang, Dato' Haji Abd Hamid bin Hussain commends the restoration efforts as a crucial step to protect and enhance the lake's ecosystem especially with nature-based solutions.

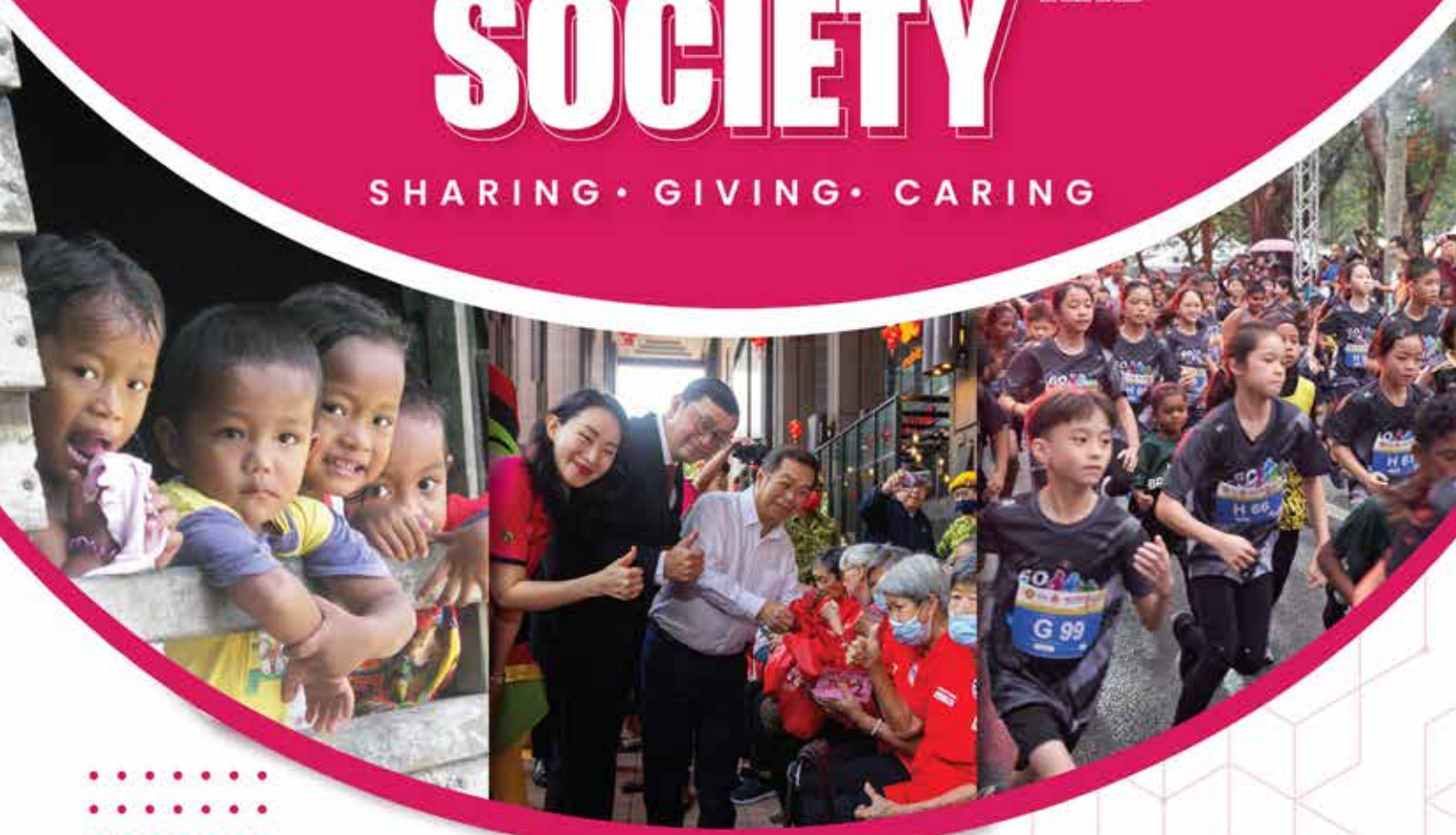
The launching ceremony attended by 245 participants with a total of 192 local community members, the public and volunteers participating in various water body care and awareness activities such as pollinator garden establishment, storytelling by the lake, bioblitz and LAKE Ranger initiative. The activities served as kick-starters under the restoration project, implemented by GEC with MPSepang, in collaboration with SER and Microsoft.





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Sports Toto, always believing in giving back to the community, plays an active part in rendering support and assistance to the needy, disadvantaged and underprivileged.

Sports Toto also continuously supports Malaysia in achieving sporting excellence through substantial contributions to the National Sports Council of Malaysia and sponsorships of various community sports events.



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Bigo Live

SPREAD RAYA JOY THROUGH 'RIANG RAMADAN RAYA' CHARITY CAMPAIGN

Bigo Live, a leading global livestreaming platform, brought together Malaysian broadcasters and fans for a good cause through its 'Riang Ramadan Raya' campaign in the spirit of giving this Ramadan. The campaign included a 'Sing for Charity' in-app livestream competition which ran from 1 to 5 April. The highest voted broadcasters from the livestream joined 47 students from Pertubuhan Kebajikan Asnaf Al-Barakh for a day of baju raya shopping while gifting 'duit raya' to the students.

Agencies were ranked and rewarded based on the number of votes cast during their Livehouse session. The agency, CikbossEmpire, emerged first with the most votes and was awarded 60,000 Bigo Beans, Bigo Live's virtual currency. All 12 broadcasters from the agency were invited to contribute back to the community through Bigo Live's partnership with Pertubuhan Kebajikan Asnaf Al-Barakh.

Bigo Live donated a total of MYR 8,500 (USD 1800) to Pertubuhan Kebajikan Asnaf Al-Barakh. The donation was distributed in the form of duit raya funds and a new set of baju raya for each student. The agency's 12 Bigo Live broadcasters accompanied 47 students from Pertubuhan Kebajikan Asnaf Al-Barakh for a fun day out to Sunway Putra Mall in Kuala Lumpur for baju raya shopping. The broadcasters and students spent the afternoon chatting and finding their Raya outfits around the mall. Each student received one duit raya packet and bought a new set of baju melayu or baju kurung on that day.



Representatives of the organisation donated duit raya funds and baju raya to Pertubuhan Kebajikan Asnaf Al-Barakh

NCSM Partners with KL Tower

TO JOIN LANDMARKS AROUND THE WORLD BY LIGHTING UP BLUE AND ORANGE FOR WORLD CANCER DAY

KL Tower, together with several other iconic landmarks in Malaysia was lit up in blue and orange in support of World Cancer Day (4 February) within the framework of cooperation with the National Cancer Society Malaysia (NCSM) yesterday.

NCSM managing director Dr Murallitharan Munisamy said this year is the third and final year of the “Close the Care Gap” campaign, a global call to action by the Union for International Cancer Control (UICC) to raise awareness of global cancer care inequities and advocate for action to ensure everyone, regardless of background, receives quality care.

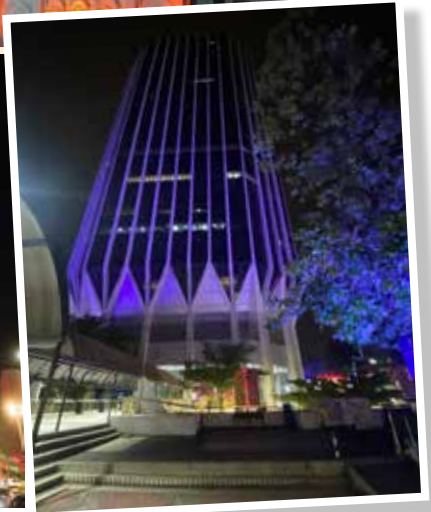
Standing tall in solidarity, Batu Caves, A Famosa Fort, Sunway Pyramid Mall, Leaning Tower of Teluk Intan, Komtar Tower, BPJ Tower, Padang Ipoh MBI and The Great Cat of Kuching “Great White” statue also joined to paint a powerful picture of unity

against cancer. While the dazzling display served as a beacon of hope, NCSM emphasized the need for concrete action beyond symbolic gestures.

Cervical cancer ranked as the third most common cancer among Malaysian women with more than 40 per cent of cases being diagnosed late, at stage 3 or 4, and only about 30 percent of patients still alive within five years of diagnosis.

NCSM hopes to rewrite the narrative with the HPV vaccination programme.

For more information about the HPV vaccination programme, please visit <https://hpv.cancer.org.my/>.



Do you have a heart for CSR?
Why not help donate for charity?

Henkel Malaysia

COLLABORATES WITH PROJECT HOPE WELFARE ASSOCIATION TO EMPOWER COMMUNITIES THROUGH BAKING WORKSHOPS

With support from Henkel Malaysia, Project Hope Welfare Association held an eight-week 'EZY Baking Workshop' from March to May this year. The workshop equipped eight single parents and individuals from lower-income backgrounds with baking knowledge and assistance to start their own home-based baking business, aiming to foster self-reliance and economic empowerment within the community.

Supported by Henkel's 'Make an Impact on Tomorrow' initiative, approximately RM45,000 was donated to cover

ingredients, machinery, facility improvements, and compensation for the workshops throughout the year and to provide start-up assistance to participants including electric ovens, electric mixers and laptops.

Henkel Malaysia is also presently collaborating with Project Hope Welfare Association on a computer literacy program for children of low-income families and Myanmar refugees, as part of ongoing efforts to support community development and empowerment.



Lai Leen, Chairperson of Project Hope Welfare Association (centre left), presents the certificate of appreciation to Teoh Tsu Shien, President of Henkel Malaysia (centre right)





You Are Not Alone

We believe that society has the power to bring about the winds of change by empowering and helping those in need - humans and nature alike. As part of our initiative, we highlight the stories and the plight of those in need in our publication, *CSR Malaysia*. The following pages show the “other side” of our society - reaching out to underprivileged kids, charity homes that are in need of dire attention and environmental projects calling for the public to participate. We urge everyone - individuals, organisations and corporations alike to reach out, empower and do your part to make our world a better place. After all, we are all in this together and it begins with us.

“It's not just about being able to write a check.
It's being able to touch somebody's life”

- OPRAH WINFREY

Supporting The Environment

TWO NEW CARLSBOT MACHINES FOR A GREENER SABAH

How about becoming a volunteer to help out where needed?



Carlsberg Malaysia celebrated the first anniversary of Project CarlsBot, a glass recycling and community empowerment programme, with the installation of CarlsBot machines at two additional sites – Kg. Madsiang in Penampang and Shangri-La Rasa Ria in Tuaran, in addition to its first site at Tanjung Aru Marine Ecosystem (TAME), Kota Kinabalu. These are significant strides in empowering Sabahan communities to upcycle glass waste since the end of 2022, minimising the environmental footprint with 22,000kg of glass waste collected and crushed, diverting from landfills.

In recognition of the Global Recycling Day, Carlsberg Malaysia reaffirmed its commitment to achieving ZERO Packaging Waste, not only through its Project CarlsBot that seeks to address the glass waste in East Malaysia, but also achieving a 90% collection and recycling rate for its bottles and cans by 2030. As at end of 2023, the brewer achieved 94% collection and recycling rate of returnable bottles in Peninsular Malaysia, compared to 92% in 2022.

Designed by a local Sabahan inventor, CarlsBot machines are capable of pulverising a staggering 600kg of glass bottles per hour. This innovation has not only enabled the recycling of glass waste but also transformed it into valuable resources such as cullets, coarse sand and fine sand, facilitating various applications including furniture, garden pavers and the creation of unique handicrafts.

These partnerships with the Sabahan communities underscore the brewer's focus on the UN Sustainable Development Goal (SDG) 17 - Partnership for the Goals, 12 - Responsible Consumption and Production as well as UN SDG 8 - Decent Work and Economic Growth.

Project CarlsBot's efforts in environmental conservation and community engagement have yielded tangible results, underscoring its role as a catalyst for positive change in Sabah. As Carlsberg Malaysia continues to Brew for a Better Today and Tomorrow, Project CarlsBot stands as a testament to the power of collaboration and innovation in driving meaningful impact.

Be A Volunteer & Meet Welfare Needs

FEDEX BRINGS CHEER BY NOURISHING UNDERPRIVILEGED COMMUNITIES

More than 2,200 team members from FedEx Express (FedEx), a subsidiary of FedEx Corp and one of the world's largest express transportation companies, have been actively collecting over 8,000 kilograms of much-needed supplies for more than 30 non-profit organisations (NGOs) of choice across the Asia Pacific, Middle East and Africa (AMEA) region.

In Malaysia, the Purple Tote Campaign was conducted to support local NGOs, Kechara Soup Kitchen and Shelter Home for Children. FedEx team members collected approximately 200 kilograms of packaged food and essential items, such as instant noodles, oats, biscuits, mosquito coils and adult diapers, which were donated to the homeless and marginalised communities.

These donations of supplies were made as part of the annual FedEx Cares Purple Tote Campaign which ran between October to December 2023 to empower FedEx team members to come together and support the NGOs they value most in their local communities. FedEx volunteers from 18 markets in the region including Malaysia, Australia, China, Egypt, Hong Kong, India, Indonesia, Japan, Namibia, New Zealand,

Philippines, Singapore, South Korea, South Africa, Taiwan, Thailand, Vietnam and the United Arab Emirates took part in the programme.

This year team members came together in teams of all sizes across the region. Each team worked with their charities of choice and collected goods needed most and distributed them to the charities in FedEx Cares purple tote bags. Over 2,400 beneficiaries including young children, the elderly and the underserved groups received goods with love from FedEx team members.

As part of FedEx Cares, team members around the globe are encouraged to come together to 'Drive forward. Give back' by volunteering and doing countless acts of caring throughout the year. Earlier In April 2023, FedEx teams across AMEA came together under the '50 Days of Caring' to support FedEx 50th anniversary. This programme mobilised more than 1,000 FedEx volunteers and their families in community-based activities focused on sustainability and environmental protection, education, welfare and support for the underserved.



Supporting Charities & Projects

EDUCOOP SUPPORTS CHARITABLE INITIATIVES

How about becoming a volunteer to help out where needed?

Koperasi Pendidikan Swasta Malaysia, also known as Educoop, is a pioneering cooperative dedicated to elevating the private education sector in Malaysia. With its tagline of “Enriching & Empowering Lives”, Educoop’s primary goal is to enhance members’ financial well-being and productivity through increased income, savings and investment opportunities. Its mission focuses on building a strong network, empowering members through education and training and providing financial support and investment opportunities. Membership is open to all Malaysians involved in the private education industry and through Educoop, it is envisaged that everyone in the industry will unite and grow to be an influential voice and force in the nation.

Educoop’s Chairman, Vijaya Letchumi, recently visited the Persatuan Rumah Kebajikan Anak-anak Yatim dan Ibu Tunggal Hajah Kamariah in Taman Medan, Petaling Jaya together with members, Zainudin Johari and Lee Seng Chee. This welfare home, managed by Noorsidah Yahya, supports approximately 40 children who have lost their fathers and provides aid to single mothers in the community. The home was founded 37 years ago by Noorsidah’s late mother, Hajah Kamariah, and continues to be a pillar of support and strength for those in need. Educoop believes in supporting charitable causes in whatever way it can and gave a donation to support the home during this visit. It is also Educoop’s hope that more organisations can meaningfully play their part in supporting the numerous charitable causes to help the needy in this country. Noorsidah’s dedication and sacrifice in continuing her mother’s legacy for the needy children and their mothers is indeed commendable.

Educoop Chairman Vijaya Letchumi and some Educoop members visited House of Joy in Puchong just before the recent Chinese New Year bearing gifts and goodies.

House of Joy, established since 1992 by the late Rev Tang Chee Sing and his wife Lee Ching Mun is a social concern and a non-profit charitable home that administers shelter, care and training to orphans, children and teens who are underprivileged, abused, abandoned, neglected, poor and delinquent. During the visit, Educoop took the opportunity to give a donation together with Chinese New Year goodies to the home. House of Joy operates in 6 locations namely Puchong, Jinjang, Semenyih, Sri Kembangan, Karak and Seremban with 8 residential homes and 5 training centres.



Supporting The Child

BREAKING BARRIERS TO EDUCATION: FBS & SUKA SOCIETY PROPEL ORANG ASLI CHILDREN INTO STANDARD ONE



FBS, a leading global broker, sponsors the 2024 academic year syllabus for six preschools in Peninsular Malaysia as part of the Empowered2Teach program by SUKA Society. FBS and SUKA Society supplied teaching resources to facilitate the educational journey of indigenous children in remote villages and prepare them for formal primary education.

At least 7,000 indigenous children in Peninsular Malaysia do not have access to school education, according to a Jabatan Kemajuan Orang Asli (JAKOA) report. To make its contribution to breaking education barriers in the region, FBS supported the Empowered2Teach program and purchased teaching resources for six schools in Slim River, Gopeng, Tapah, Gua Musang and Kuala Rompin. These materials aim to ensure holistic development and improve language, numeracy, motor skills and young learners' emotional well-being and social interaction.

Azzat Arfa, FBS Representative in Malaysia, expressed enthusiasm for the collaboration, stating, "We at FBS are delighted to continue our collaboration with SUKA Society and contribute to the Empowered2Teach program. Not only does this project align with our brand's mission to improve access to quality education, but it also positively impacts local communities in need. We believe that with our support of the

preschool syllabus, Orang Asli children will have a more solid foundation and better preparation for Standard One."

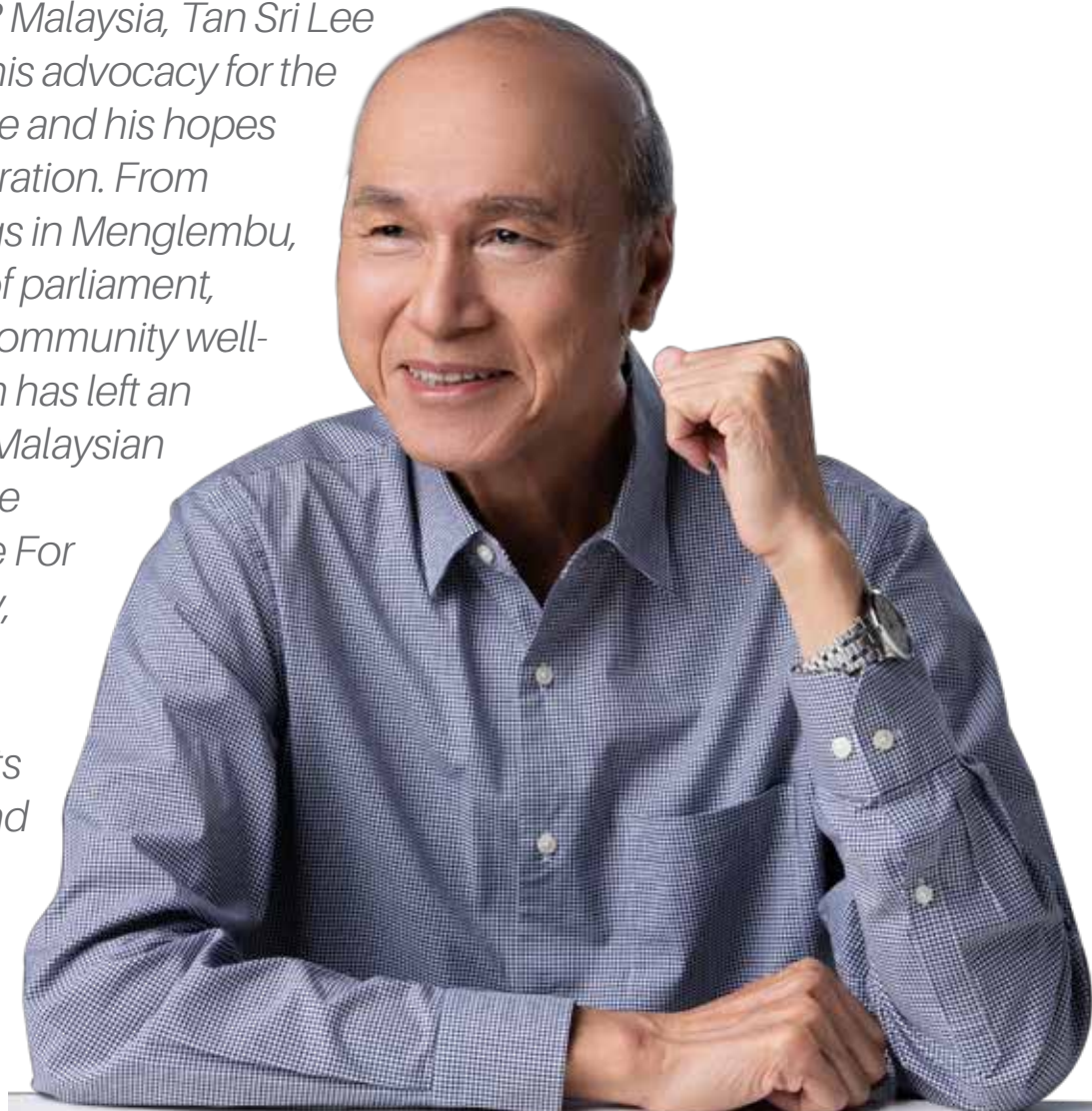
Empowered2Teach program, spearheaded by SUKA Society, is dedicated to breaking barriers and providing access to education for indigenous children in remote villages. Anderson Selvasagaram, Executive Director of SUKA Society, highlighted the significance of the collaboration, stating, "We are thrilled to join forces with FBS in our mission to empower Orang Asli children through education. Their sponsorship of the preschool syllabus for six schools in Peninsular Malaysia is a testament to their commitment to making a lasting difference in the lives of these young learners. By pooling our resources and expertise, we are confident that this partnership will pave the way for a brighter future for these communities."

The joint efforts of FBS and SUKA Society are a testament to their shared commitment to empowering communities through education, particularly to pave the way for a brighter future for Orang Asli children in Malaysia.

For more information about FBS and its CSR initiatives, please visit www.ms-brokerfbs.com/news

TAN SRI LEE LAM THYE'S ADVOCACY TO ACTION

*In the quest for a safer and more secure community, **Tan Sri Lee Lam Thye** emerges as a stalwart advocate, his unwavering commitment driving discussions and actions toward a brighter future. In a recent interview with CSR Malaysia, Tan Sri Lee Lam Thye shares his advocacy for the safety of the people and his hopes for the future generation. From humble beginnings in Menglembu, Perak to the halls of parliament, his dedication to community well-being and activism has left an indelible mark on Malaysian society. Now, as the founder of Alliance For A Safe Community, he champions the imperative of collaborative efforts between public and private sectors to foster a culture of safety and well-being.*



Making a change and creating new pathways towards a better future is an act of activism that should never go unnoticed because to fight for a cause and become the voice for those who are unable to speak for themselves demands the kind of dedication in parallel with passion. Tan Sri Lee Lam Thye has devoted his lifetime to advocate for the people of his beloved nation, Malaysia.

Tan Sri Lee was born and raised in Menglembu, a small town in Perak known for its ground nuts. Even as a teenager, he was the one who stepped up to help his parents supplement their income by selling vegetables and fruit from his home backyard at the market. "I completed my Form V Senior Cambridge at St. Michael Institution, Ipoh in 1965. I was not smart enough to secure a government scholarship to study abroad and my parents couldn't afford it. I immediately started working

for a private company, United Engineers in Ipoh for about a year. But I have always had a deep interest in current affairs and felt the need to voice out the plight of the poor. Even when I was in school, I would write letters to the editor of a newspaper called the "Eastern Sun" sharing my concern for the poor," Tan Sri Lee reminisces.

His interest in politics surfaced as he started working. His letters caught the attention of CV Devan Nair, the then MP of Bangsar in 1964. Devan Nair

“My interest in this social work started with my parents as the driving force”



Tan Sri Lee believes in educating younger generations on the right fundamental issues



Tan Sri Lee's dedication to engaging with communities for a brighter future



“ Through guidance from my parents, I was able to propel myself and learned how to prioritise the people ”



Cover Story



Tan Sri Lee, donning yellow boots, strives to be a positive role model in social activities

recommended Tan Sri Lee to work for the National Union of Commercial Workers to help him better understand the aspiration of the workers in the country before stepping into politics.

“My interest in social work started with my parents as the driving force. They gave me a lot of encouragement and spent a lot of time interacting with me to ensure that I’m able to embrace noble values. They told me to be honest, kind and compassionate. It is our responsibility to offer help whenever needed and when we are able to serve, give it our best. With these values in place, I got myself into the election at the young age of 24. But the biggest challenge of all is to be a good elected representative of the people. Through guidance from my parents, I was able to propel myself and learned how to prioritise the people,” explains Tan Sri Lee.

As a Member of Parliament, he is famous for the two typewriters that he carried everywhere with him during his tenure. From low-cost flats to the market and kopitiam, Tan Sri Lee could be found with his typewriter ready to address all the issues raised by his people, all on his own without any help of a



Tan Sri Lee regularly participates in school events

“ CSR will help to bring the employees together. It will help boost employee engagement and encourage them in activism. ”

secretary or even a permanent office space. Today, the classic Olivetti typewriter is on display at the Election Commission Museum. This is just one of many interesting facts about him and his life journey revisited and recounted in his biography - Call Lee Lam Thye – Recalling a Lifetime of Service.

“The book is all about me and my years of involvement in politics and community service. It is not about politics. There is only one chapter about the reason why I did not contest in the election and made the decision to retire in 1990. This book is my legacy and meant to inspire especially all the young Malaysians, the same way that my parents inspired me. They should always aim for success in their life and career without forgetting the nation that they were born and raised in,” says Tan Sri Lee.

Alliance For a Safe Community is an NGO that was established four years ago. After his departure from National Institute of Occupational Safety and Health (NIOSH) in 2019, Tan Sri Lee felt his journey in OSH was far from over. With NIOSH, he helped raise awareness on safety within the workforce by providing education and training. But as a society, he realised that Malaysians have not fully embraced a total safety culture.

“Safe community is a community where people can live, work and play safely. This can be achieved when the private and public sectors work in partnership to improve the safety and health of the workers and people in the community. The private sector must be prepared to invest in providing a safe and conducive environment for their employees so that they can give their best. If employers can make the workplace safe, it will result in employees having a better spirit to do their job. This will increase



Tan Sri Lee inspires with his presence at a CSR event



Advocating for charitable causes through active involvement



Tan Sri Lee takes the opportunity to engage with the community during the Chinese New Year celebrations

productivity and eventually the profitability of the organisation,” Tan Sri Lee explains.

Funding is always a major challenge for NGOs. Tan Sri Lee welcomes more participation from the private sector as corporate members of the Alliance for A Safe Community. Annual subscription fees and opportunity to provide training for private sectors will help the organisation to sustain. “We can arrange for our psychiatrist and psychologist to give talks on managing stress and coping with depression at private companies since mental health has become a major issue at the workplace. It is something that we can do to achieve a caring society. We must be able to come up with concrete programs and ideas to benefit all in the workplace.

CSR has become an integral part of corporate culture in our country. More companies have recognised the importance of giving back to the society and have actually embraced CSR as a means to drive this positive change.

Now, with our society being so diverse, Malaysians are faced with more challenges. For instance, companies can contribute to sustainable development which will enhance their reputation and brand. “CSR will help to bring the employees together. It will help boost employee engagement and encourage them in activism. By carrying out CSR, the companies will also be able to identify the talents. CSR will be a source of motivation for the employees. For example, they will learn how to be ethical to their practice, socially responsible, building trust, fostering loyalty that help reduce turnover as well as create a strategic advantage for their respective organisations.”

Tan Sri Lee Lam Thye is counting on the future generation to continue the legacy especially in activism and CSR. “I think one of the things that we



Demonstrating a passion for addressing CSR & Sustainability issues

need to do is to be more proactive in addressing the environment particularly climate change. I would like to see the younger generation really care for the environment. They are the future leaders of the country. Imagine if the environment is destroyed. “what would be the quality of life?” asks Tan Sri Lee ending the conversation full of hope.

His patronage of CSR Malaysia promotes nationwide corporate social responsibility, encouraging ethical practices and sustainable development. Tan Sri Lee also urges future generations to uphold these values, particularly emphasising environmental stewardship for a better quality of life.

Do you have a heart for CSR? CSR is for everyone and you can embrace it too

CANON

Hosts Bird Conservation Awareness Activities in Conjunction with World Wetlands Day 2024

Canon Marketing Malaysia (Canon) joined hands with the Seberang Perai City Council (MBSP) and Shorebirds Peninsular Malaysia Project (SPMP) to host a series of bird conservation awareness activities at Sungai Tembus, Penang, in conjunction with World Wetlands Day.

The highlight of the event was the launch of a microsite dedicated to shorebirds in Malaysia. Canon sponsored the microsite development, created by SPMP, an independent research unit focused on shorebird conservation. This platform offers comprehensive information on over 70 shorebird species, along with specific locations in Malaysia where these birds can be observed.

This initiative aims to heighten awareness regarding the importance of conserving shorebirds and their habitats, emphasizing the intricate connection between these avian species and the wetlands they inhabit, aligning seamlessly with the essence of World Wetlands Day.

The event included a range of other engaging activities, including a birding tour by boat at Sungai Tembus, where guests were provided with Canon cameras for bird watching. The guests were also treated to educational talks on shorebirds and bird photography, along with a special demonstration on the process of bird ringing.



Tuan Hj Baderul Amin bin Abdul Hamid, Secretary of MBSP, Daren Tan, Head of Penang Branch at Canon Marketing Malaysia, YB Dato' Seri Sundarajoo Somu, Penang EXCO for Housing and Environment, YBhg Dato' Azhar Bin Haji Arshad, Mayor of Seberang Perai, YBrs. Encik Zainuddin bin Mohamed, Councillor of MBSP and Dr Nur Munira Azman, founder of the Shorebirds Peninsular Malaysia Project at the World Wetlands Day celebration in Sungai Tembus



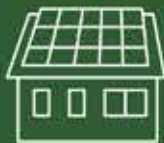


IN THE LIGHT OF GLOBAL CLIMATE CHANGE, EMPHASIZING ENVIRONMENTAL, SOCIAL, AND GOVERNANCE PRACTICES IS CRUCIAL.

Biocon Biologics is revolutionizing patient outcomes by enhancing accessibility to life-altering therapies worldwide.

Through Biocon Sdn. Bhd., Biocon Biologics is catering to the increasing global demand for high-quality insulins at reasonable prices through its state-of-the-art Center of Excellence (CoE) for insulins based in Malaysia, underscoring Biocon Biologics' dedication to ensuring affordable life-transforming insulins become accessible to patients worldwide.

As a conscientious corporate entity, we prioritize not only pioneering healthcare advancements but also demonstrating a commitment to environmental sustainability and the well-being of our employees and the local communities we serve. To mitigate our ecological footprint, we have proactively embraced measures to expedite the shift towards renewable energy sources, instituted comprehensive water and waste recycling programs, and embraced ethical procurement practices. Moreover, we have introduced rainwater harvesting technologies to address the substantial water consumption inherent in our operational cleaning procedures.



We are finalising the installation of solar panels in our facility, which will result in GHG savings of 1.6 tCO₂e monthly. During the year, we also transitioned to prioritising sea-based freight for movement of our products globally



Implementing Scaleban technology has helped us have a recycle rate of almost 500m³ of water per day, significantly reducing freshwater intake. We are piloting a rainwater harvesting system with a harvesting capacity of 1,000 liters of rainwater. We are planning to expand the capacity to 25,000 liters



We have introduced reusable technology to replace disposable shrink wrapping in our warehouses. By switching to CAM Buckle Pallet Straps, we've cut down our annual plastic wrapping consumption by over 80% or 5,000 kg, which helps us avoid emitting over 3 tons of CO₂ equivalent annually.



"Big or Small- every effort counts."

Corporate volunteering stands as a pivotal element within our corporate social responsibility (CSR) initiatives. Our incorporation of volunteering into the CSR framework through the Biocon Malaysia Volunteering Community (BMVC) serves as a strategic approach to instigate profound social impact, simultaneously enriching the experiences of our employees and fostering community well-being.

Through collaborations with a diverse array of Government and Non-Governmental Organizations, employees have collectively dedicated over 500 hours to various altruistic endeavors. These efforts have encompassed tree planting activities resulting in the growth of over 1,000 trees, beach cleaning with over 500kgs of plastic waste removed, aiding over 400 patients through mobile clinic support, enhancing community facilities with over 125 hours of service, assisting more than 100 families through provision delivery, supporting over 600 individuals through surplus food distribution, and undertaking skill development programs at children's homes.

We strongly believe that every effort, big or small, contributes to building more equitable, resilient, and thriving communities. With collective action, we can drive meaningful social change.

Do you have a heart for CSR? How about visiting orphanages and make a child happy today?

FBS & SUKA SOCIETY

Support English Language Learning for Indigenous Kids in Perak



FBS, a leading global broker, partnered with SUKA Society to organise the English Children Camp and enrich the lives of indigenous children in the Perak State of Malaysia. Guided by its commitment to creating positive change in communities, FBS sponsored English Children Camp syllabus and contributed to the foundation of early learning in the region

The FBS-sponsored English Children Camp, held at the beginning of March 2024 in Tapah and facilitated by SUKA Society, brought together approximately 80 children living in remote villages of Batang Padang District. Over the two-day program, the young learners practiced their English language skills and engaged in educational entertainment activities designed to make learning both enjoyable and effective. Alongside the lessons, every child received packages from FBS with essential studying items, such as notebooks, pens and reusable water bottles.

Yi Ting, Resource Coordinator at SUKA Society, extended

gratitude for the partnership, highlighting the impact of FBS's support. "We are truly grateful for the partnership with FBS. FBS played a crucial role in the success of our recent Project Warisan English Camp. With the support given, we were able to go the extra mile by providing all the necessary materials for the children that enhanced the overall educational experience for the children. We were also able to organize an English class for the parents, as requested by the community. The parents expressed deep gratitude for this opportunity, as many had previously lacked access to education. The chance for both children and parents to learn English in a fun and engaging way not only sparks their enthusiasm for education but also opens up more opportunities for a brighter future. We look forward to journeying with FBS to create a more lasting impact and foster positive change within the communities we are privileged to serve."

#GONGXIMAKAN FOR ALL: Grab Drivers & Delivery Riders Celebrate Chinese New Year with the Underprivileged

About 120 Grab drivers, delivery riders and other participants had the chance to do something different for Chinese New Year as they joined several NGOs and GrabFood restaurants to take part in the #GongXiMakan for All initiative organised by Grab.

The purpose of the initiative was to reach out to the underserved communities around us and show them kindness and fellowship during this Chinese New Year season. Together with The Lost Food Project, Kechara Soup Kitchen, Happy Charity Association, Persatuan Bulan Sabit Merah Malaysia, Society of Kuching Urban Poor, Hope Place, Rumah Kebajikan Anak Yatim & Fakir Miskin Perempuan, Pertubuhan Kebajikan Anak Yatim Lelaki & Miskin Baitul Mukmin offered meals and

food essentials to those who are occasionally forgotten.

Grab driver from Kuching, Sharipah Mazenah, said “As a Grab driver, I get to help my community everyday - whether it’s delivering food or grocery orders, or taking my passengers to where they need to be. I wanted to be a part of the #GongXiMakan for All because it gave me another chance to help my community. Being involved in this initiative gave us, a community of drivers and delivery riders, the chance to bring comfort and hope to the homeless. It is important for them to know that there are people out there who still remember and care for them especially during festive seasons when they might feel alone. I am humbled to be able to do this together with my fellow Grab drivers and delivery riders.”



HONG LEONG BANK

Collaborates with Refiller Mobile to Encourage Adoption of Zero Waste Lifestyle

Hong Leong Bank (HLB) has announced its newest partnership with a social enterprise, this time collaborating with Refiller Mobile to encourage Malaysians to embrace a zero-waste lifestyle. Refiller Mobile becomes the 7th social enterprise on board HLB Jumpstart, the Bank's entrepreneurship-focused CSR platform dedicated to supporting social enterprises on their missions to uplift communities and contribute positively to society.

Founded by Oh Sok Peng, a former media producer, Refiller Mobile is Malaysia's first zero-waste store on wheels. Her van, refurbished to carry products such as eco-friendly cleaning agents, personal care products like toothpaste and shampoo, dried fruits, nuts, and even dog treats, allows customers to stock up on essential household products right at their doorstep, eliminating wastage of non-recyclable containers. In their commitment to supporting local businesses and reducing environmental impact, Refiller Mobile sources all their products locally, mostly from

stores and brands that have an eco-friendly DNA.

Through HLB Jumpstart, the Bank will facilitate the digitalisation of Refiller Mobile's business operations and provide guidance on social media strategies to expand brand visibility and customer reach. HLB will also provide digital banking and payment solutions such as DuitNow QR codes and All-In-One payment terminals to enable seamless cashless payments. Additionally, HLB will also support Refiller Mobile in business and financial management through tailored advisory.

Oh shared that a big part of their business is being mindful of their own carbon footprint. She runs her operation on an appointment-only basis and makes it a priority to source her products from local, zero-waste suppliers.

Commenting on the genesis of Refiller Mobile, she cited her own challenges with living a zero-waste lifestyle and her passion for promoting responsible consumption.



Do you have a heart for CSR? How about showing your support for charity causes?

MR D.I.Y. Spreads Love Across the Country



The Foundation rolled out its 'Wo Ai Ni' initiative, taking the joy of the festive season to 17 charitable homes across the country.

The effort kicked off with a fleet of MR D.I.Y. lorries carrying 'Wo Ai Ni' care boxes lining up in a 'I Love You' formation which captured the attention of social media users. Volunteers from the Foundation, known as the MR D.I.Y. Cares team, worked with homes for individuals with disabilities, delivering 'Wo Ai Ni' care boxes filled with Chinese New Year goodies and everyday essentials. The homes included the Dual Blessing Home in Kuala Lumpur, as well as the Beautiful Gate Foundation for The Disabled and the Malaysia Independent

Living Association for Disabled [MILAD], both in Petaling Jaya, Selangor.

The volunteers also visited Persatuan Kebajikan Orang-orang Tua Bahagia Selangor in Petaling Jaya to celebrate the festive season with the elderly residents. It was an afternoon of joy and celebration as the volunteers hosted games and dance sessions, helped residents of the home put up Chinese New Year decorations and organised 'Lou Sang' and tea time sessions. MR D.I.Y. Group Head of Marketing, Alex Goh also presented the home with RM1,000 in MR D.I.Y. cash vouchers to provide for household essentials.

Do you have a heart for CSR? How about registering as an organ donor today?

VARSIITY P.U.L.S.E: A Call to Arms for Organ Donation Among University Students in Malaysia

In a ground-breaking initiative aimed at addressing the critical shortage of organ donors in Malaysia, the Malaysian Society of Transplantation, in collaboration with the National Transplant Resource Centre and the Ministry of Higher Education, proudly announces the launch of Varsity P.U.L.S.E (Pledge for the Urgent Life Saving Efforts).

This inaugural event, launched at Hospital Al-Sultan Abdullah UiTM Puncak Alam by Datuk Dr. Nor Fariza Ngah, Deputy Director-General of Health, marks the beginning of an annual campaign engaging all universities nationwide, regardless of public or private status.

Malaysia faces a significant challenge with organ donation rates ranking among the lowest globally. Despite efforts to increase awareness, misconceptions about organ donation persist, fuelled by cultural and religious beliefs. Additionally, there's a lack of trust in the healthcare system, with concerns about fairness and transparency in organ allocation processes. Socio-economic factors also play a role, as many Malaysians are unaware of the benefits of organ donation or lack access to information. Overcoming these barriers requires targeted education campaigns, community engagement, and policy initiatives to build trust, dispel myths, and increase awareness about the importance of organ donation in saving lives.

As of the latest records, there are 9,641 transplant patients waiting for their lifesaving procedures, with the highest demand being for kidney transplants, both for adults (9,211) and paediatric cases (397). Shockingly, only 1.07% of the population is currently registered as organ donors, underscoring the urgent need for action.

Varsity P.U.L.S.E represents a beacon of hope for countless individuals awaiting lifesaving organ transplants. It's a call to action for university students in Malaysia to stand united in the fight against organ shortage, embodying the spirit of compassion and solidarity that defines our nation.



Dr Muhammad Iqbal Abdul Hafid,
Expert Nephrologist at UiTM



Datuk Dr Nor Fariza Ngah, Deputy
Director-General of Health



SDAC-FORD

Continues Support for Orang Asli Empowerment Through Global Peace Foundation Malaysia

Sime Darby Auto ConneXion (SDAC), the sole distributor for Ford in Malaysia, recently reaffirmed its commitment to the empowerment of Orang Asli communities through a second collaboration with Global Peace Foundation (GPF) Malaysia. This time, the joint effort focused on supporting GPF's OA-Eco Farm programme in four Orang Asli Villages in Kuala Rompin, Pahang.

The OA-Eco Farm programme is a food farming initiative that aims to enable self-sufficiency and sustainable income amongst Orang Asli families. It provides hands-on training and coaching, and subsidies such as tools and seedlings.

Backed by a generous contribution of US\$10,000 (RM45,745) from Ford Motor Company Fund, the philanthropic arm of Ford Motor Company, 22 staff volunteers from SDAC joined forces with the GPF team to visit the three villages.

They brought donations of seedlings, farming equipment, kitchen tools and a healthy dose of enthusiasm and energy. Volunteers also worked closely with the Orang Asli community in one of the villages, assisting them in installing solar-powered equipment for their fencing system. They also helped cultivate the land by loosening soil, cutting grass and making plot lines before planting the biomass crop seedlings.

In addition to training, coaching and subsidies, the foundation has created an online marketplace for the Orang Asli farmers to generate more income from their farming activities. Hosted on GPF's website, the marketplace, which is called Kebun Amai, features various fresh fruits and vegetables and even artisanal products from the farmers and their families.

Since its inception, GPF has worked with more than 70 villages to provide access to clean water, energy, sustainable livelihood and education.



VANTAGE FOUNDATION'S “Wishing Well” Initiative Brings Joy to Rumah Hope Children’s Home in Malaysia

Vantage Foundation is lighting up the lives of underprivileged youth at Rumah Hope Children’s Home in Malaysia with a heartwarming initiative designed to foster sensitivity and inclusivity during festive holidays. The “Wishing Well” campaign, spearheaded by Vantage Foundation, aims to ensure that everyone at Rumah Hope experiences the joy of the holiday season through the fulfilment of their Christmas wishes.

In a world filled with holiday cheer and gift-giving, it is essential to remember that not everyone has the privilege of receiving presents from their families. Vantage Foundation recognizes this disparity and believes in the power of community, compassion, and togetherness to make a difference in the lives of those less fortunate.

Vantage Foundation is a non-profit organisation registered in Singapore and their primary mission is to raise awareness of invisible disadvantages. These often-unseen challenges including depression, anxiety and loneliness threaten social mobility.

Rumah Hope Children’s Home is a sanctuary for abused, neglected and under-privileged children which started in 1994. The home is registered with the Selangor Welfare Council in Malaysia.

“Ironically Christmas can be a period of social anxiety for the children in our home who are separated from their families,” said Amy D’Cruz, Principal of Rumah Hope Children’s Home. “They will be delighted to receive gifts they personally wished for. These presents donated by caring volunteers will help them develop a stronger self-esteem.”



Do you have a heart for CSR? Why not take your first step towards caring for the environment?

DBKL & ZURICH MALAYSIA

Empowering Kuala Lumpur Communities through the Urban Climate Resilience Program (UCRP)



DBKL, Zurich Malaysia, Z Zurich Foundation and C40 Cities join hands to strengthen resilience against climate change for communities in PPR Beringin and Kampung Pasir.

In collaboration with Zurich Malaysia, Z Zurich Foundation, C40 Cities and the Kuala Lumpur City Hall (DBKL), the Urban Climate Resilience Program (UCRP) – an initiative aimed at building sustainable, resilient communities against the impacts of climate change – has been expanded to two select local communities in Kuala Lumpur, namely PPR Beringin and Kampung Pasir.

The event saw the coming together of all collaborative parties in the commencement of this transformative project. In addition, it also served as a platform to introduce the appointed core team members from DBKL, who will lead the implementation of UCRP initiatives in the select communities, under the auspices of the Department of Health and Environment (JKAS).

Moving forward, UCRP will actively engage with local communities at PPR Beringin and Kampung Pasir, governmental agencies, and other stakeholders to co-create innovative solutions and nurture climate resilience. By fostering collaboration and community participation, the UCRP seeks to build a more resilient and sustainable future for local communities in-need.



Junior Cho, Country CEO, Head of Zurich Malaysia alongside Datuk Sr Haji Kamarulzaman, Mayor of Kuala Lumpur

Do you have a heart for CSR? How about showing your support for charity causes?

KL WELLNESS CITY Allocates RM25 Million to Combat Nursing Shortage in Malaysia



Southeast Asia's first purpose-built township, KL Wellness City (KLWC) has announced a commitment of RM25 million by the KL International Hospital Sdn Bhd (KLIH) to fund the education of nursing students from local institutions, tackling Malaysia's projected 57.9% nurse shortage by 2030. This initiative, marked by the signing of a Memorandum of Agreement (MoA) with participating institutes of higher learning, aims to provide approximately 3,000 job opportunities.

The MoA involves six institutions including University College MAIWP International, IMU University, Lincoln University College, Adventist College of Nursing & Health Sciences, International Medical College (IMC) and Oriental Nilam College of Nursing and Health Sciences. The sponsorship will cover the students' education fees, living allowance and accommodation, assuring graduates five years of employment at KL International Hospital Sdn Bhd upon graduation. The overall RM25 million sponsorships will be strategically dispersed over a minimum period of five years and beyond.

The event also witnessed a cheque presentation of RM2,000 and 'duit raya' each to Rumah Tunas Harapan Tengku Ampuan Rahimah, Pertubuhan Kebajikan Anak-Anak Yatim Islam Darul Aitam Kuala Selangor, Sekolah Agama Menengah Rakyat Maahad Tahfiz Al-Quran Wal-Qiraat and Pertubuhan Amal Dan Kebajikan Anak-Anak Islam Tersisih Selangor. This contribution is part of KL Wellness City's ongoing support to 11 homes and centres that it supported in April 2024, hence bringing it to a total of 11 entities and more than 350 beloved anak-anak Malaysia. This further reaffirms its dedication to fostering a sense of unity and shared celebration within the community.

The first phase of KLIH is anticipated to reach a development value of RM1 billion, with targeted completion in the second quarter of 2026 and expected opening in the third quarter of the same year. Currently, the substructure works have been completed and the construction of the main building is now in full swing. Additionally, the hospital is pursuing Green Building Index certification, underscoring its dedication to sustainable development alongside its global healthcare services.

VISTA EYE SPECIALIST

Celebrates Families and Vision with Vibrant Eye Carnival

VISTA Eye Specialist (VISTA) was thrilled to announce its VISTA Parents' Day Eye Carnival (Eye Carnival), a celebration of family, wellness, and the gift of sight. This special event, held over two weekends, 24-26 May and 31 May - 2 June 2024, across VISTA centres, honoured Parents' Day with the theme "Love Parents with Your Time."

As parents aged, their eyesight naturally changed. Conditions like cataracts, a leading cause of preventable blindness, could cloud their vision and significantly impact their daily lives. Through this Eye Carnival, VISTA aimed to raise awareness of the impact that good vision had on our loved ones. Parents dedicated countless hours to nurturing their children, their eyes witnessing each precious milestone. It was time to return that gift by ensuring they had the clearest vision possible. The latest advancements in eye surgery, like VISTA's No-Blade Trifocal Cataract Surgery, could restore their sight, allowing them to enjoy their golden years and maintain their independence fully.

Poor vision could be dangerous. Studies had shown that it could increase the risk of falls and injuries, decreasing mobility and overall well-being. By prioritizing eye health and early detection of conditions like cataracts, we could empower parents to live safer, more fulfilling lives.

The Eye Carnival was part of VISTA's ongoing community service initiatives. Their dedication to social and environmental responsibility had been recognized with many prestigious awards, including the Star ESG Positive Impact Awards 2022 and B Corp accreditation. B Corp were for-profit companies that met rigorous social and environmental performance standards, accountability and transparency. This accreditation aligned with VISTA's mission to make a positive impact beyond just providing superior eye care.

This Carnival was proudly supported by many world-renowned ophthalmic partners, including Ziemer Ophthalmology, Johnson & Johnson Vision, Staar Surgical, Transmedic, Abbvie and more.





From left: Kwan Choon Yoong, COO of Pantai Hospital Kuala Lumpur; Erica Lam, CEO of Pantai Hospital Kuala Lumpur; YB Fahmi Fadzil, Member of Parliament for Lembah Pantai and Minister of Communications; Mohd Hareeff Muhammed, Head of the Ambulatory, Ancillary & Allied Health (AAA) Division, and CEO of Premier Integrated Labs; Liew Swee Lee, Secretary of Breast Cancer Welfare Association Malaysia (BCWA).

PANTAI HOSPITAL KUALA LUMPUR

Continues Legacy of Care with Community Health Screening for the Lembah Pantai Community

Pantai Hospital Kuala Lumpur, together with Premier Integrated Labs, Pantai Integrated Rehab, and Twin Tower Medical Centre, and with support from the Breast Cancer Welfare Association Malaysia and AstraZeneca, marked a milestone in their continuous effort to ensuring that every segment of the community has access to quality healthcare. PHKL together with their partners proudly held a health screening initiative today, as part of the ongoing 'Lembah Pantai Wellness Initiative'. The initiative was a continuation of the 50th-anniversary celebrations of the hospital and aimed to empower the community by prioritising their health and wellness.

From early morning, over 200 members of the community gathered at the venue, eager to take advantage of the free health screening services provided. The day began at 8.00 am

with the arrival of the public, followed by registration and the start of various health screening activities.

The Lembah Pantai Wellness Initiative included various free health screening activities for the Lembah Pantai community such as a mobile truck for audiology tests, lung, blood, and dental checks, posture and strength assessments, and BMI and body composition analyses using the InBody machine.

The event concluded with members of the community gaining not only a deeper understanding of their health but also the tools and knowledge to maintain it. This initiative underscores Pantai Hospital Kuala Lumpur's ongoing commitment to community wellness and its pioneering role in preventive healthcare.

Do you have a heart for CSR?
Why not consider supporting the underprivileged?

CELEPETS

Host Raya Celebration to Mark 15 Years of Supporting Single Mothers



Celepets, a tight-knit group of friends from the media and entertainment industry committed to making a difference, organised Celepets Care Raya 2024 to commemorate 15 years of impactful community service. Since its establishment in 2009 by Malaysian celebrities Dynas Mokhtar, Aishah Sinclair, Atilia Haron, Daphne Iking, Sazzy Falak, Serena C and Yasmin Hani, Celepets has remained steadfast in its dedication to uplifting underprivileged families and spreading joy across Malaysia.

In partnership with the PPRT Community, Celepets Care is honouring the resilience of single mothers and providing essential support to their families. This event, coinciding with Mother's Day and Syawal, witnessed the generous contribution in cash by ReSkills, a subscription based global online learning platform, which will be distributed among the beneficiaries from the single mother community. Additionally, ReSkills sponsored 80 learning access passes to empower beneficiaries with educational opportunities.

The initiative also received sponsorship from startups and SMEs such as Kiddocare, Vitahealth, Wellsen, Hazel's Bites, Baba Seafood Enterprise, Sayur Kita Asia and Dadih ala Ice Cream. The event presents an exciting opportunity for these startups to amplify their business brands, products, and services while contributing to a meaningful cause.

This aligns with Celepets Care's mission to not only serve as a platform for conducting charitable initiatives but also as one that empowers such initiatives, in line with its past efforts such as the Power to Empower, where entrepreneurs were supported in creating brand and product awareness. This collaborative project offers a mutually beneficial situation where startups contribute to a good cause, receive valuable exposure for their brand from 7 Malaysian celebrities, and support underprivileged single mothers and their families. It's a cycle of goodness where everyone comes together to make a positive impact in the community.



Do you have a heart for CSR? How about being a channel of blessing to others?

MARRYBROWN

Delivers Over 20,000 Portions of Bubur Lambuk During Ramadan Season



Marrybrown, Malaysia's leading Halal Quick Service Restaurant, exemplified the spirit of compassion and generosity by distributing more than 20,000 servings of bubur lambuk nationwide. As part of Marrybrown's community engagement, this noble initiative under MB Kasih Ramadan effort aims to touch the lives of those in need during this holy month and deepen the bond with the local community.

Each serving of bubur lambuk signifies Marrybrown's dedication to serving the community and spreading joy during Ramadan. Marrybrown remains staunch in its mission to partner with organisations to effect positive change within communities, strengthening the bonds of the Malaysian community.

Marrybrown currently serves millions of customers in more than 500 restaurants across 16 countries with the objective of delivering the highest standard of quality, service, cleanliness and value for the perfect dining experience.



Your Healthcare Partner

Island Hospital, located in Penang, Malaysia, and established in 1996, is a premier quaternary healthcare institution boasting a team of over 100 specialists spanning various medical and surgical fields, including subspecialties. Over the years, Island Hospital has received numerous international awards, recognising its continued passion for person-centered care.

Understanding the importance of its most valuable asset - its people - the hospital has introduced the "Island Hospital My 2nd Home" (IH2H) program. This initiative underscores the hospital's commitment to creating a sense of belonging and connection for all stakeholders, including doctors, staff, patients, visitors, and the community. This effort aligns with the hospital's motto, "To Comfort Always," fostering a feeling of warmth and home for everyone.



Our Achievements



Finalist for the Flagship Medical Tourism Hospital Programme 2023-2025 by Malaysia Healthcare Travel Council (MHTC)



Global Health Asia Pacific Awards 2024

- Standout Jury Award for Hospital of the Year in Asia-Pacific
- Most Sustainable Healthcare Institution of the Year in Asia-Pacific
- Health Screening Provider of the Year in Asia-Pacific
- Value-Based Hospital of the Year in Asia-Pacific
- Smart Hospital of the Year in Asia-Pacific



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MENARA YTL Bukit Bintang, Kuala Lumpur, Malaysia

With a total built-up area of 392,021 square feet, the 41-storey tower serves as the headquarters of YTL Group. The tower stands as a model of sustainability, boasting a high ratio of open space to development footprint, and proudly achieving a Gold rating under the Green Building Index standard.

